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10/731,916	12/10/2003	Mark Pearson	24207-10064	5789

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EXAMINER
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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

	Application No.	Applicant(s)
Office Action Summary	10/731,916	PEARSON ET AL.
	Examiner	**Art Unit**	
	Helene Rose	2163	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE <u>3</u> MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) ☒ Responsive to communication(s) filed on <u>10/17/2006</u>.

2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.

3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) ☒ Claim(s) <u>72-121</u> is/are pending in the application:

   4a) Of the above claim(s) <u>1-73</u> is/are withdrawn from consideration.

5) ☐ Claim(s) _____ is/are allowed.

6) ☒ Claim(s) <u>72-121</u> is/are rejected.

7) ☐ Claim(s) _____ is/are objected to.

8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) ☐ The specification is objected to by the Examiner.

10) ☒ The drawing(s) filed on <u>10 December 2003</u> is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.

   Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

   Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

   a) ☐ All b) ☐ Some * c) ☐ None of:

   1. ☐ Certified copies of the priority documents have been received.

   2. ☐ Certified copies of the priority documents have been received in Application No. _____.

   3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

   * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☒ Notice of References Cited (PTO-892)

2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)

3) ☒ Information Disclosure Statement(s) (PTO/SB/08)
   Paper No(s)/Mail Date <u>9/11/06</u>.

4) ☐ Interview Summary (PTO-413)
   Paper No(s)/Mail Date. _____.

5) ☐ Notice of Informal Patent Application

6) ☐ Other: _____.

Detailed Action

1.   In response to an AMENDMENT entered on 10/10/2006, claims 1-73 have been

cancelled. Claims 74-121 have been added. No claims were cancelled.

2.   Applicant's arguments, filed on 3/30/2006, with respect to claims 1-16 have been

considered but are moot in view of the new ground(s) of rejection.

Information Disclosure Statement

3.   The information disclosure statement (IDS) submitted on 9/11/2006 was filed after the

mailing date of the application on 12/10/2003. The submission is in compliance with the

provisions of 37 CFR 1.97. Accordingly, the information disclosure statement is being considered

by the examiner.

Claim Rejections – 35 U.S.C – 103

4.   The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness

rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section
> 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the
> subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary
> skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the
> invention was made.

5.   Claims 72-121 are rejected under 35 U.S.C. 103(a) as being unpatentable over Bailey et al

(US Patent 6,785,671, Date Filed: March 17, 2000) in view of Venkatraman et al. (WO/0113273,

Date Filed: February 22, 2001) and further in view of Williams et al (US Publication No.

2002/0032612, Date Filed March 14, 2002.

Claims 74 and 90:

Regarding Claims 74 and 90, Bailey teaches a computer-implemented method for displaying

information about an item from a shopping article, comprising:

automatically processing a plurality of articles to determine whether any article is a shopping

article, wherein the plurality of articles contains at least one article that is not a shopping article

(column 13 lines 1-14, wherein the majority of the web pages on the world wide web are not

associated with the product offerings and as such their corresponding product scores are low,

wherein these web pages are excluded from the product spider database by filtering step, wherein

filter is simply a threshold number, preferably thirty, that the webpage product score must equal or

exceed to satisfy the filter, wherein web pages having a product score below thirty are discarded as

inappropriate for the product spider database, wherein those pages having product scores satisfying

the filter are retained, which is equivalent, wherein the product is interpreted to be the shopping

article, and wherein the web pages having the product score below the threshold are discarded is

interpreted to be at least one article that is not a shopping article, Bailey);

receiving a search query for an item (column 7, lines 52-58, respectively, which is equivalent

wherein a user submits a query search and column 7, lines 64-67, wherein the general format of a

search results page of the amazon.com web site generated and displayed to the user in response to

an all products search on the query, which is equivalent to receiving a search query, Bailey);

if a first shopping article of the plurality of articles has the item that satisfies the search

query, determining a first attribute of the item from the first shopping article (column 13, lines 11-

14, wherein product scores satisfying the filter criteria are retained, wherein the corresponding

URL's are submitted back to the web crawler, wherein its submitted for a second crawling stage,

which is equivalent to determining an attribute, Bailey); and

displaying the first attribute of the item (column 18, lines 27-31, wherein displaying

additional information about the item, accessing the hypertext links within the information about the

item, adding the item to a shopping basket, and purchasing the item, Bailey).

Claims 75 and 91:

Regarding Claims 75 and 91, Bailey teaches wherein automatically processing the plurality of

articles comprises identifying a shopping character string in any article of the plurality of articles

(column 7, lines 14-20, wherein if the query is submitted to a single category, the search engine will

present to the user a query results page or multiple pages linked by hypertext, if the search finds a

large number of items matching the query, the search results page includes for each item found a

hypertext link to additional web pages containing among other things product information about the

user; column 11, lines 17-18, wherein the remaining characters correspond to the text-based content

of the web page, which is equivalent to identifying a shopping character string in any article, Bailey).

Claims 76:

Regarding Claim 76, Bailey teaches wherein the shopping character string is located in an

element selected from the group consisting of a link element and a form element (column 11, lines

13-17, wherein web pages found are passed through a page analyzing in which non-content based

characters of the web page HTML code, wherein the typesetting characters, the hypertext link

indicator, and etc, are removed, wherein the remaining characters correspond to the text-based

content of the web page, which is equivalent to character string is located in an element selected

from the group which is interpreted to be web pages that are passed through a page analyzing in

which non-content base character of the web page, Bailey).

Claim 77:

Regarding Claim 77, Bailey teaches wherein the first shopping article is a web page (column

11, lines 269-31, wherein target page may be accessed by analyzing, in addition to the content of the

target page itself, wherein the contents of other web pages linked to the target page and column 11,

lines 53-56, wherein to produce a product score, wherein the product score generator first generates

a set of confidence designed to access the degree to which the context-based text of a web page

suggests a product is being offered for sale, which is equivalent to the first shopping article is a web

page, Bailey).

Claim 78:

Regarding Claim 78, Bailey teaches wherein the shopping character string comprises a

representation of an action, wherein the action comprises one selected from the group consisting of

add to cart, add to basket, add to shopping bag, update order, cart, basket, and checkout (column 12,

lines 52-56, wherein wide variety of character strings associated with product offerings includes

shopping carts and so forth; column 18, lines 30-32, wherein adding the item to a shopping basket,

and purchasing the item, Bailey).

Claim 79:

Regarding Claim 79, Bailey teaches wherein automatically processing the plurality of article

comprises determining a price representation in a shopping article of the plurality of articles (column

11, lines 57-58, wherein HasOfferingPrice quantifies the presence of characters strings indicative of

offering prices; column 12, lines 40-44, wherein inspection of table II indicates that the character

string your price is believed to be a very good predictor of web pages offering products for sale,

wherein the character string "[ ] for one, on the other hand is believed to be a relatively weak

predictor, which is equivalent to determining a price representation, Bailey).

Claim 80:

Regarding Claim 80, Bailey teaches wherein the price representation contains a currency

symbol (column 11, lines 60-61, wherein the page contents looking for character strings indicative of

currency, such as "$", "US$", Bailey).

Claim 81:

Regarding Claim 81, Bailey discloses all the limitations above as well as a price (column 11,

lines 57-58, respectively, Bailey), and wherein it's inheritance that a price contains a number followed

by a period followed by a number, however, Bailey is silent with respect to illustrating wherein a

price contains a number followed by a period followed by a number.

On the other hand, Venkatraman discloses wherein the price representation contains a

number followed by a period followed by a number (Figure 1D, diagram 22, wherein the price

includes a currency symbol and period, Venkatraman).

It would have been obvious to one of the ordinary skill in the art at the time of the invention

to illustrate a price associating it with a product disclosed by Venkatraman within Bailey system for

the purpose of establishing and implementing an improved method for displaying relevant

information to a user based on a query search for an item, and determining that relevant information

based on a price.

Claim 82:

Regarding Claim 82, the combination of Bailey in view of Venkatraman teaches wherein the

price representation contains a number followed by a comma followed by a number (column 11,

lines 63-67, wherein strings indicative of an offering price, such as "price is [ ]," "price: [ ], regularly [

], and so on, wherein a comma is followed by a number, which is a sting of digits as defined in

column 11, line 63, Bailey).

Claim 83:

Regarding Claim 83, the combination of Bailey in view of Venkatraman teaches wherein the

price representation contains a word representing a currency (column 11, lines 63-67, wherein a

word is interpreted to be "the price is", "our price is", price including standard shipping is [ ], and so

forth, wherein the currency is represented within the brackets, Bailey).

Claim 84:

Regarding Claim 84, the combination of Bailey in view of Venkatraman teaches determining

a second attribute of the item from the first shopping article based on the first attribute of the item

(Figures 1C and 1D, wherein shirts and polo's are displayed in a list, wherein surfer shirt is selected

and interpreted to be the second attribute, wherein the first shopping article is interpreted to be

shirts and polo's, Venkatraman); and

displaying the second attribute of the item (Figure 1D, wherein the second attribute is

interpreted to be the surfer shirt and its wherein its illustrated, Venkatraman).

Claim 85:

Regarding Claim 85, the combination of Bailey in view of Venkatraman teaches determining

a plurality of attributes of the item from the first shopping article (column 2, lines 60-63, wherein

assisting users in locating web sites or pages from the user-specified products can be purchased;

column 4, lines 22-28, wherein allowing users to search, browse, and make purchases from an on-

line catalog of book titles, music titles, and other types of item via internet, Bailey); and

displaying the plurality of attributes of the item (column 7, lines 65-67, wherein displayed to

the user in response to an All Products search on the query "mark twain"; and column 8, lines 4-14,

respectively, Bailey).

Claim 86:

Regarding Claim 86, the combination of Bailey in view of Venkatraman teaches wherein

determining the first attribute of the item comprises determining the first attribute of the item based

on a relationship between the first attribute of the item and a term of the search query (page 24, lines

21-34, respectively,

Venkatraman).

Claim 87:

Regarding Claim 87, the combination of Bailey in view of Venkatraman teaches wherein

determining the first attribute of the item comprises determining the first attribute of the item based

on a structure of the first shopping article (page 5, lines 23-33, wherein the intermediary web site

searches for nodes for a stored data structure that satisfy a received search request and sends results

of the search to the requesting user; page 6, lines 2-14, wherein each node represents a respective

category of sub category of products offered for sale at one or more web sites, wherein at least one

classifier is associated with one or more nodes, wherein each classifier includes a name of an

attribute of a product category or sub category and so forth, Venkatraman).

Claim 88:

Regarding Claim 88, the combination of Bailey in view of Venkatraman teaches wherein the

first attribute of the item is a price of the item (Figure 1D, diagram 22, wherein the web page is

displayed in response to activation of the men's link, wherein user clicks on the link labeled shirt and

polo's, wherein the web page is displayed in response and contains a links for the desired surfer

shirt, which is interpreted to be the first attributed of the item, Venkatraman).

Claim 89:

Regarding Claim 89, the combination of Bailey in view of Venkatraman teaches wherein the

second attribute of the item is an image of the item (page 37, lines 4-12, wherein the search results

displayed relate to computer printers available for sale at one or more websites, wherein for each

printer for sale, the following information is provided within the user interface, and image, and so

forth, Venkeatraman).

Claim 92:

Regarding Claim 92, the combination of Bailey in view of Venkatraman teaches wherein

automatically processing the plurality of articles   comprises determining a price representation in

any article of the plurality of articles (Refer to claim 79, wherein this limitation is substantially the

same/or similar, Bailey).

Claim 93:

Regarding Claim 93, the combination of Bailey in view of Venkatraman teaches determining

a second attribute of the item from the first shopping article based on the first attribute of the item

from the first shopping article (Refer to claim 84, wherein this limitation is substantially the same/or

similar, Venkatraman); and

displaying the second attribute of the item from the first shopping article (Refer to claim 84,

wherein this limitation is substantially the same/or similar, Venkatraman).

Claim 94:

Regarding Claim 94, the combination of Bailey in view of Venkatraman teaches wherein

determining the first attribute of the item comprises determining the first attribute of the item based

on a structure of the first shopping article (Refer to claim 87, wherein this limitation is substantially

the same/or similar, Venkatraman).

Claim 95:

Regarding Claim 95, the combination of Bailey in view of Venkatraman teaches wherein the

first attribute of the item is a price of the item (Refer to claim 88, wherein this limitation is

substantially the same/or similar, Venkatraman).

Claim 96:

Regarding Claim 96, the combination of Bailey in view of Venkatraman teaches wherein the

second attribute of the item is an image of the item (Refer to claim 89, wherein this limitation is

substantially the same/or similar, Venkatraman).

Claims 97 and 101:

Regarding Claims 97 and 101, the combination of Bailey in view of Venkatraman teaches a

computer-implemented method for displaying information about an item from a shopping article,

comprising:

receiving a search query for an item (Refer to claim 74, wherein this limitation is substantially

the same/or similar, Bailey);

determining that a first shopping article has the item that satisfies the search query (Refer to

claim 74, wherein this limitation is substantially the same/or similar, Bailey);

automatically determining a first attribute of the item from the first shopping article (Refer

to claim 74, wherein this limitation is substantially the same/or similar, Bailey);

determining a second attribute of the item from the first shopping article based on the first

attribute (Refer to claim 93, wherein this limitation is substantially the same/or similar,

Venkatraman); and

displaying the first attribute of the item (Refer to claim 74, wherein this limitation is

substantially the same/or similar, Bailey)

Claim 98:

Regarding Claim 98, the combination of Bailey in view of Venkatraman teaches wherein

determining the second attribute of the item comprises determining a distance between the first

attribute of the item and the second attribute of the item (page 37, lines 28-31, wherein range of dpi

values is defined, Venkatraman).

Claim 99:

Regarding Claim 99, the combination of Bailey in view of Venkatraman teaches wherein

determining the second attribute of the item comprises determining a relationship between the

second attribute of the item and a term of the search query (Refer to claim 86, wherein this

limitation is substantially the same/or similar, Venkatraman).

Claim 100:

Regarding Claim 100, the combination of Bailey in view of Venkatraman teaches wherein

automatically determining the first attribute of the item and determining the second attribute of the

item is performed simultaneously (pages 7 and 8, lines 1 and lines 1-5, wherein allow side by side

product/price comparison on a single screen, which is interpreted to be simultaneously, wherein

side-by side is equivalent, Venkatraman).

Claim 101:

Regarding Claim 101, the combination of Bailey in view of Venkatraman teaches a

computer-implemented method for displaying information about an item from a shopping article,

comprising:

: receiving a search query for an item (Refer to claim 74, wherein this limitation is substantially

the same/or similar, Bailey);

determining that a first shopping article has the item that satisfies the search query (Refer to

claim 74, wherein this limitation is substantially the same/or similar, Bailey);

automatically determining a first attribute of the item from the first shopping article based

on structure of the first shopping article (Refer to claim 74, wherein this limitation is substantially

the same/or similar, Bailey); and

displaying the first attribute of the item from the first shopping article (Refer to claim 74,

wherein this limitation is substantially the same/or similar, Bailey).

Claim 102:

Regarding Claim 102, the combination of Bailey in view of Venkatraman teaches wherein the

intermediary web site searches for nodes for a stored data structure that satisfy a received search

request and sends results of the search to the requesting user teaches wherein the first attribute of

the item is a price of the item (Refer to claim 88, wherein this limitation is substantially the same/or

similar, Venkatraman).

Claim 103:

Regarding Claim 103, the combination of Bailey in view of Venkatraman teaches wherein

automatically determining the first attribute of the item comprises determining a price representation

score (column 5, lines 48-53, wherein output of the web crawler is input to a product score

generator that assigns a numerical score, product score, to each web page based upon the likelihood

that the page offers a product for sale for either online or offline purchase, Bailey).

Claim 104:

Regarding Claim 104, the combination of Bailey in view of Venkatraman teaches wherein

automatically determining the first attribute of the item comprises determining a font size (column

24, lines 10-11, wherein the web page may indicated priority through the use of different font size,

Bailey).

Claim 105:

Regarding Claim 105, the combination of Bailey in view of Venkatraman discloses all the

limitations above. However, the combination of Bailey in view of Venkatraman does not disclose

wherein automatically determining the first attribute of the item comprises determining a font face.

On the other hand, Williams discloses wherein automatically determining the first attribute

of the item comprises determining a font face (paragraph [0211], wherein title font face is defined,

Williams).

It would have been obvious to one of the ordinary skill in the art at the time of the invention

to determine a price based on font size and font type disclosed by Willaims within Bailey and

Venkatraman system for the purpose of eliminating products or items that are unrelated to a user

query.

Claim 106:

Regarding Claim 106, the combination of Bailey in view of Venkatraman and further in view

of Williams teaches wherein automatically determining the first attribute of the item comprises

determining the first attribute of the item based on a word preceding the first attribute (Figure 2B,

all features, wherein terms such as list price, our price is preceding price, Venkatraman).

Claim 107:

Regarding Claim 107, the combination of Bailey in view of Venkatraman and further in view

of Williams teaches wherein automatically determining the first attribute of the item comprises

determining the first attribute of the item based on a word following the first attribute (Figure 2B, all

features, wherein terms such as list price, our price is preceding price, Venkatraman).

Claim 108:

Regarding Claim 108, the combination of Bailey in view of Venkatraman and further in view of Williams teaches wherein automatically determining the first attribute of the item comprises determining global information associated with the item (column 7, lines 14-20, wherein if the query is submitted to as single category the search engine will present the user a query result page, or multiple pages linked by hypertext if the search finds a large number of items containing a list of items matching the query, wherein the search result pages includes for each item found a hypertext link to additional pages containing among other things, product information about the item, Bailey).

Claim 109:

Regarding Claim 109, the combination of Bailey in view of Venkatraman and further in view of Williams teaches wherein automatically determining global information associated with the item comprises one selected from the group consisting of:

determining the number of documents from a source associated with the first shopping article, determining the frequency of the occurrence of a first attribute on a network (column 5, lines 30-42, wherein ranks the search result items through the well known "term frequency" inverse document frequency in which the weighting applied to each term of a multiple term query is inversely related to the terms frequency of appearance in the database and so forth, Bailey), and determining the size of the first attribute (column 11, lines 4-12, wherein the size of the fraction x of the world wide web that is crawled in depends upon the frequency with which the product spider database is refreshed, which is equivalent to determining the size, Bailey).

Claim 110:

Regarding Claim 110, the combination of Bailey in view of Venkatraman and further in view of Williams teaches determining a second attribute of the item from the first shopping article based on a structure of the first shopping article (Refer to claim 84, wherein this limitation is substantially the same/or similar, Venkatraman); and

displaying the second attribute of the item from the first shopping article (Refer to claim 84, wherein this limitation is substantially the same/or similar, Venkatraman).

Claim 111:

Regarding Claim 111, the combination of Bailey in view of Venkatraman and further in view of Williams teaches wherein the second attribute of the item is an image (Refer to claim 89, wherein this limitation is substantially the same/or similar, Venkatraman).

Claim 112:

Regarding Claim 112, the combination of Bailey in view of Venkatraman and further in view of Williams teaches wherein determining the second attribute of the item comprises determining an aspect ratio associated with the image (Figure 2B, wherein list price, our price, and you save is defined, wherein "you save" is interpreted to be the ratio, wherein the comparison is done using the "list price" and "our price" values, Venkatraman).

Claim 113:

Regarding Claim 113, the combination of Bailey in view of Venkatraman and further in view of Williams teaches wherein determining the second attribute of the item comprises determining a number of occurrence value associated with the second attribute of the item (Refer to claim 109, wherein this limitation is substantially the same/or similar, Bailey).

Claim 114:

Regarding Claim 114, the combination of Bailey in view of Venkatraman and further in view

of Williams teaches wherein automatically determining the first attribute of the item and determining

the second attribute of the item is performed simultaneously (Refer to claim 100, wherein this

limitation is substantially the same/or similar, Venkatraman).

Claim 115:

Regarding Claim 115, the combination of Bailey in view of Venkatraman and further in view

of Williams teaches wherein automatically determining the first attribute comprises determining a

number of words between the first attribute of the item and the term of the search query (column

14, lines 14-20, wherein the squib entry of the database is generated automatically by the index tool,

wherein the squib corresponds to the initial series of words on the web page, up to a present

number of characters set at about two hundred, wherein the squib displays relevant text extracted

from the web page corresponding to the products offered for sale on the web page, Bailey)

Claim 116:

Regarding Claim 116, the combination of Bailey in view of Venkatraman and further in view

of Williams teaches wherein the first shopping article has a tree structure (see abstract, wherein a

data structure is maintained by an intermediary and includes a plurality of nodes arranged in

hierarchical order wherein each node represents a respective category or sub category of products

offered for sale at one or more web sites on a computer network, Venkatraman).

Claim 117:

Regarding Claim 117, the combination of Bailey in view of Venkatraman and further in view

of Williams teaches wherein automatically determining the first attribute comprises:

determining a closest common ancestor to the first attribute of the item and the term of

the search query (column 16, lines 32-35, wherein the primary purpose is to display the categories

and associated search results deemed to be the most closely related to the search query near the top

of the search results, Bailey) ;

determining the distance from the closest common ancestor to the first attribute (page 22,

lines 1-9, respectively, Venkatraman) and

determining the distance from the closest common ancestor to the term of the search query

(column 6, lines 15-22, wherein the index tool could be configured to extract only those keywords

that fall within a predefined distance, e.g. 10 words, of indicia of a product offering, Bailey); and

Claim 118:

Regarding Claim 118, the combination of Bailey in view of Venkatraman and further in view

of Williams teaches wherein automatically determining the first attribute comprises determining a

number of nodes in a smallest tree that contains both the first attribute of the item and the term of

the search query (page 22, lines 10-22, wherein reduces the range of values of the classifier,

Venkatraman).

Claim 119:

Regarding Claim 119, the combination of Bailey in view of Venkatraman and further in view

of Williams teaches wherein automatically determining the first attribute comprises determining a

depth of a smallest tree in the tree structure containing both the first attribute of the item and the

term of the search query (Figure 4, diagrams 52a-b and 54-55, also see page 22, line 10-22,

Venkatraman).

Claims 120 and 121:

Regarding Claims 120 and 121, the combination of Bailey in view of Venkatraman and

further in view of Williams discloses a computer program product for displaying information about

an item from a shopping article, comprising:

a computer-readable medium (page 12, lines 24-32, respectively, Venkatraman); and

computer program code, encoded on the medium (page 12, lines 24-32, respectively,

Venkatraman), for:

processing a plurality of articles to determine whether any article. is a shopping article,

wherein the plurality of articles contains at least one article that is not a shopping article(Refer to

claim 74, wherein this limitation is substantially the same/or similar, Bailey);

receiving a search query for an item (Refer to claim 74, wherein this limitation is substantially

the same/or similar, Bailey);

if a first shopping article of the plurality of articles has the item that satisfies the search

query, determining a first attribute of an item from the first shopping article based

on a structure of the first shopping article (Refer to claim 74, wherein this limitation is substantially

the same/or similar, Bailey);

determining a second attribute of the item from the first shopping article based on the

first attribute of the item from the first shopping article (Refer to claim 74, wherein this limitation is

substantially the same/or similar, Bailey); and

displaying the first attribute of the item from the first shopping article (Refer to claim 74,

wherein this limitation is substantially the same/or similar, Bailey).

Prior Art of Record

1.   Venkatraman et al   (WO0113273)

2.   Bailey et al.   (US Patent No. 6,785,671)

3.   Williams et al   (US Publication No. 2002/0032612)
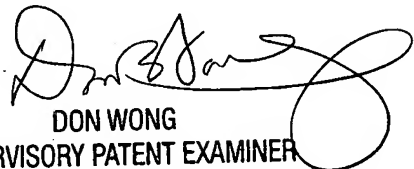
Point of Contact

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Helene Rose whose telephone number is (571) 272-0749. The examiner can normally be reached on 8:00am - 4:30pm Monday-Friday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Don Wong can be reached on (571) 272-1834. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Helene Rose
Technology Center 2100
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